

WOMEN'S WELLNESS connection

Connect. Get checked. Be well.

Program Update

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Screening History

2006-	2007-	2008-	2009-	2010-
2007	2008	2009	2010	2011
13,112	13,228	14,776	16,912	17,776

- 36% increase since the start of the CDC grant
- During last FY:
 - 29% penetration rate
 - 296 cancers detected
 - 19% abnormal rate for breast, 6% for cervical



WWC Goals for 2010-2011

- Expand access for priority populations
- Launch integrated public education and outreach
- Improve patient outcomes by supporting quality assurance and quality improvement initiatives
- Prepare program for health care reform



Goal 1: Expand access for priority populations

	CDC Benchmark	FY 2009-2010	FY 2010-2011
Rarely and never screened for cervical cancer	20%	31.5%	33.4%
Screening mammograms provided to women 50 - 64	75%	82.6%	81.8%



Goal 2: Launch integrated public education and outreach

- Released Latina outreach in October 2010
 - Radio ads
 - Gown newspaper ads
 - Northeast Colorado only



Goal 3:Improve patient outcomes by supporting quality assurance and quality improvement initiatives

- Continue to meet all core performance indicators
- Reduced funding cuts from CDC
- Site visits and data cleaning projects
- Quarterly progress reports and performance ratings



Goal 4: Prepare program for health care reform

- Focus of conference
- Connect to Care Program

